

LV
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By J. David Truby



Cheers for 7-11

The Seven-Eleven food stores deserve a big feather in their cap for their very unselfish efforts to save the American Bald Eagle. It's a lead too few corporations and institutions are following, which is not a happy situation.

Working with the National Wildlife Federation, the Seven-Eleven people have started a conservation program known as "Save A Living Thing." Their initial effort will be to establish the first permanent refuge for the endangered American Bald Eagle. The company will invest in excess of \$2,000,000 in the project.

Seven-Eleven stores is a chain of quick-shopping, convenience food outlets spread across 41 states. There are about 5000 Seven-Eleven stores in this chain. They are a plastic age version of the old Ma-Pa grocery. But, they've proved they also have a heart.

Their president, Jere W. Thompson, said the company's stores will donate a portion of their sales to the program—a

move which has enthusiastic endorsement from the local outlet managers.

Mr. Thompson noted, "We want to increase public understanding of our wildlife species and to take part in protecting our animals, especially, the national symbol."

It is really great to see this American corporation showing a responsible concern for social concerns, especially for the creatures with which we share our world. Although, it is a small start, it is something positive. In short, while other companies take out ads to piously preach how they are concerned about the environment—the liars—honest Seven-Eleven is actually doing something. It's a cliché, but in this case, their actions speak louder than words.

Can you think of the suffering and problems that could be cleaned up if some of the criminal oil companies would put their obscene profits back into the world, from where they came? But, don't wait for that to happen. The

(Continued on page 3)

giant oil cartel has already showed its truly avaricious ways in so many instances. So, let's look to more moral examples.

Seven-Eleven's Mr. Thompson said that this was the first project his company was being involved in. Others would follow. He added, "Any money left over after we have the eagle project funded will go directly to other conservation projects."

Only too happy to get involved, the U. S. Department of the Interior has agreed to accept the eagle refuge from Seven-Eleven and operate it as part of the National Wildlife System. A spokesman there said, "It is a great and rare thing for a private corporation to get involved like this. We're overwhelmed and pleased, all at once."

I urge you to keep this honest public service in mind next time you need to go shopping near a Seven-Eleven store. They truly deserve our support because they've honestly earned it, not just bought it.